



# MAYOR AND COUNCIL WORKSESSION

NO. 5

DEPT.: City Manager's Office /

DATE: December 8, 2004

CONTACT: Linda Moran, Council Support Specialist

## SUBJECT FOR DISCUSSION:

2005 Citizen Survey Draft

## ORDER OF DISCUSSION:

1. Mayor and Council comments and discussion of the 2003 Citizen Survey update.
2. Mayor and Council comments and review of the draft 2005 Citizen Survey.

## RECOMMENDATIONS, BACKGROUND INFORMATION, AND QUESTIONS TO BE ANSWERED:

### Recommendations:

#### Staff recommends that the Mayor and Council:

1. Approve 2005 Citizen Survey instrument (Attachment C).
2. Direct staff to distribute the 2005 survey to a scientifically selected random group of 3,000 residents that are representative of the entire population of the City of Rockville, and utilize language assistance services for those residents that do not speak English as their first preferred language.

The City of Rockville sent mail surveys to randomly selected residents in 2001, 2003, and plans to send it out again in January 2005. The purpose of the survey is to collect resident satisfaction ratings on a variety of City programs and services for the Mayor and Council and staff so the feedback can be used to make changes and improvements. The survey also provides performance measurement data that is used by the City as a mechanism to measure and compare its program and service performance over time.

### Background Information - 2003 Citizen Survey Update:

On October 4, 2004 staff distributed the 2003 Citizen Survey Update to the Mayor and Council. This document is a comprehensive summary highlighting the major initiatives and actions that have been undertaken by City departments in direct response to the 2003 Citizen Survey results. The Departments carefully examined their results of the 2003 survey, took specific actions, and made resource allocations to address areas of concern. It is anticipated these efforts will lead to improved

results on the 2005 Citizen Survey.

In response to the 2003 Citizen Survey results, the Mayor and Council did have some specific concerns that they raised about some of the data. Those areas that are of interest are the geographic differences in service and program ratings and scores and issues relating to those residents that do not speak English as their first language. The Mayor and Council also requested information on scores related to the building permit process and information related to the demographics of users and non-users of recreation programs and services. Each of these topical areas has its own section in the 2003 Citizen Survey update that provides the Mayor and Council with response information to the requests. The final section in the update discusses other general survey related activities conducted by departments in response to the 2003 results.

The following is a summary of some of the highlights from the document. Please refer to the 2003 Citizen Survey Update at Attachment A for more information on the many efforts that have been completed in response to the 2003 Citizen Survey results.

The improvement efforts in east Rockville section notes an array of initiatives and activities that have taken place in this section of Rockville in response to the 2003 survey results. The Recreation and Parks department conducted numerous activities including landscaping enhancements to various rights of way, park improvements including signage and equipment upgrades, tree maintenance activities, and lighting improvements at community recreation centers. The Police department conducted a variety of activities including patrolling the shopping centers and other problem spots in east Rockville that led to successful outcomes in mitigating loitering and vandalism issues in the area. The Public Works department installed new crosswalks, sidewalks, curb and gutter, traffic signals, and streetlights and repaved roads in this part of the City. The Community Enhancement and Code Enforcement division is in the process of conducting its strategic inspection program that consists of Citywide inspections of all properties. The Department has completed over 90% of the Twinbrook portion of the initiative. The Community Planning and Development Services department made significant progress on neighborhood plans in the eastern portion of the City. The East Rockville Neighborhood Plan was created by the community and was adopted by the Mayor and Council. Planning staff is also working with the Lincoln Park community on the Lincoln Park Neighborhood Plan.

There has also been outreach conducted with regard to Latino and Asian residents by the Neighborhood and Community Services department, the Recreation and Parks department, and the City Manager's Office. City staff speaking Spanish and Asian languages interact with residents who speak these languages via attending community meetings, working with local school groups, and disseminating information about City programs and other available services in these languages. There are also two staff members who speak Spanish that are now working at the public information desk and the recreation information counter at City Hall.

The Inspections Services Division completed a number of items that will lead to improvements to the building permits process and will make it easier to understand for residential customers. These efforts include the production of a Rockville Channel video explaining the permitting and inspections processes to customers, the creation of a residential application package pre-reviewed for code compliance, creation of an 24 hour interactive voice response system where residents can call to make inspections reservations, and the creation of on-line mechanism for checking the status of building permits.

The survey consultant wrote a memorandum which provided analysis on the users and non-users of

recreation services to see if there is a difference in how each group rates these services which is included in the 2003 Citizen Survey update. More details on the findings can be found in this section of the update memorandum. NRC indicates their data showed that users rated services only somewhat higher than non-users. Some other interesting findings included residents aged between 35-54 were most likely to participate in recreation and parks programs and most likely to visit City parks. Those residents who lived in the City for more than six years had higher participation rates in recreation programming than those who did not.

The results of the 2005 Citizen Survey will be critical and will be the key to letting the City know if the efforts it made in east Rockville were successful in improving the ratings of programs and services by residents who live in this area of the City. Additionally, Attachment B provides an overview of the many ways that the City receives feedback from its residents. This memorandum was also distributed to the Mayor and Council on October 4<sup>th</sup>.

Staff has evaluated and learned from the results from the 2001 and the 2003 surveys. The data has been used to make adjustments and enhancements to programs and services. Based on what staff learned from the 2003 results, some minor modifications have been made to the questions on the draft 2005 survey instrument. The modifications were made so that the City can make sure it has useful data.

#### **2005 Draft Citizen Survey:**

The 2005 Citizen Survey memorandum of December 1<sup>st</sup> provides the background information on this process and contains a copy of the survey project timeline and the draft instrument. The memorandum can be found at Attachment C.

The draft survey instrument has been refined based on what staff learned from the 2003 results. The following are highlights of the modifications that have been made to the draft 2005 survey instrument:

- Question 10 on page two asks residents how likely they will be to visit the redeveloped Town Center once it is completed. Question 11 asks residents how likely they would be to attend a variety of special events in Town Center such as concert series, street fairs, children's activities, Farmer's market, art shows, and yard sales.
- Questions 5 and 6 on page one ask residents to indicate the number of bicycles per household and for what means they are used.
- Question 14 on page three has been expanded in response to a request from the Mayor and Council feedback stating it would be helpful to link the Citizen Survey to budget priorities.
- Minor modifications to a few other questions added clarification

In mid-January of 2005, the survey instrument is scheduled to be mailed to a scientifically selected random sample of 3,000 residents that are representative of the Rockville population. There are two "waves" of the survey that are distributed to residents. This is done to increase the likelihood of resident participation in the survey process. The City had excellent response rates for both the 2001 and the 2003 surveys. The response rate in 2001 was 48% and the response rate in 2003 was 42%. According to the consultant, the average response rates for citizen surveys fall somewhere between 25% and 40%. The two mailings are scheduled two weeks apart and will be distributed in the middle and the end of January 2005. One week prior to each mailing a pre-notification post card is sent to each resident that will be asked to participate. After the resident completes the survey it is returned to the City and is forwarded to the consultant for tabulation and data analysis.

**Questions to be Answered:**

1. What comments, additions, and modifications do the Mayor and Council have in relation to the draft survey instrument designed by NRC?
2. Councilmember Hoffmann made a suggestion to add two items to question #28 on page five which would ask residents to indicate how many times in the past 12 months have they attended a Mayor and Council Drop-In session or spoke at Citizen's Forum. This data can be gathered from sign in sheets for Drop-In and Citizen's Forum. The Council Support Specialist has the Drop-In attendance data and the City Clerk's office has the Citizen's Forum data. The Mayor and Council may want to ask the questions on the survey that Councilmember Hoffmann suggested or may want to add a more general question that would ask how often in the past 12 months a resident participated in the public input process which would include testifying at a public hearing, speaking at Citizen's Forum, attending Drop-In, sending a letter or e-mail, or attending a City organized public meeting. Staff would like direction on which way the Mayor and Council would like to proceed on this issue.

**LIST OF ATTACHMENTS:**

- A. Citizen Survey Update - 10/4/04
- B. Overview of Citizen Feedback Mechanisms
- C. 2005 Citizen Survey Memorandum



City of Rockville

**MEMORANDUM**

October 4, 2004

TO: Catherine Tuck Parrish, Acting City Manager

FROM: Linda Moran, Council Support Specialist *LM*

SUBJECT: 2003 Citizen Survey Update

It has been sixteen months since the 2003 Citizen Survey Report of Results was presented to the City of Rockville by the National Research Center, Inc (NRC). The report contained a wealth of information about how citizens rate and perceive City services and programs. The overall results were highly positive, as Rockville once again fared extremely well in comparison to other jurisdictions across the nation that conduct citizen surveys. The follow-up phase to conducting the survey is putting the results to work. This entails making use of the results for the purpose of improving the City government's performance. Rockville departments have been making use of the results by comparing the 2003 data to the 2001 results, looking for areas where improvements are needed, and making changes and refinements to services and programs as needed.

A Worksession was held with the Mayor and Council in June of 2003 on the results of the Citizen Survey. NRC made a presentation of the results. A discussion of the results between the Mayor and Council, the consultant, and staff ensued after the presentation. The Mayor and Council articulated several themes regarding their impressions of the survey results:

- ***Geographic Differences in Ratings:*** Of concern was disparity of results in the different geographic areas of the City. Overall, the residents on the West side of town gave the highest ratings of City programs and services, followed by those who live between MD 355 and I-270, and those living in the east section of Rockville. Citizens living in the eastern part of Rockville tended to give lower ratings to City programs and services. The Mayor and Council also discussed the observation that this trend also held steady for the quality of life score, which is tied to all programs

and services and to other external factors that are not necessarily controlled by City Government. The Mayor and Council expressed concern and stated that they would like to see a more even distribution of the scores by geography and noted that Rockville needed to work on improving services in the eastern portion of the City.

- **Language Issues:** The Mayor and Council also noted that similar to survey results in other jurisdictions across the nation, those citizens who do not speak English as their first language, tended to rate City services and programs lower than those who speak English as their first language. The Mayor and Council reiterated the importance of the City government reaching out to these populations so that they feel that they have access to services and to their City Government.
- **Building Permit Process:** The Mayor and Council noted the need for improvement in the ratings of the building permit process by citizens. The results for this question came out below the national norm.
- **Recreation User Information:** The Mayor and Council also expressed an interest in receiving more information on the demographics of who uses the services and to see if there is any difference in how the services are rated by users and non-users.

This memorandum contains follow-up information on each of these areas. There is a section that is devoted to each focus area noted above. In addition, there is also a section in the memorandum that will highlight other efforts that have taken place by the departments in response to the results of the 2003 Citizen Survey. The following section is a global overview of what Rockville has done with the 2003 Citizen Survey Results.

### **Overview of How the Citizen Survey Has Been Used**

The City of Rockville has made significant use of the 2003 Citizen Survey results. The length of this document is a testament to the extent of the work that has been accomplished and or proposed.

It is evident that the Citizen Survey has become institutionalized in the organizational culture and practices and is an important component of how the City conducts its business. The survey has been integrated into the organization's systems and processes. Departments have taken advantage of this valuable resource that provides the City with the most comprehensive and representative feedback information from the citizens of Rockville.

The Citizen Survey is an outgrowth of the Rockville performance measurement program. Since the inception of the Citizen Survey in 2001, departments have used the data to complete their performance measures that require customer feedback. The departments would not be able to compile their performance measurement data without the Citizen Survey. This data is included in the performance measurement report that is prepared each year and provides a means for the City to assess its performance levels and to compare itself to other local jurisdictions across the nation. The Citizen Survey Data also

assists departments with setting their performance measure targets for the next fiscal year.

The 2003 Citizen Survey Data was also included in the adopted FY2004 budget. The data was a feature that helped demonstrate a particular department's performance. It added an additional dimension to the budget allocation and resource information. To that end, departments also used 2003 Citizen Survey data to assist them in making program and service budgetary decisions that would be most beneficial to Rockville citizens. The data was also used to assist departments in making necessary adjustments and modifications to programs.

The Citizen Survey also is important to Rockville in another way. The Mayor and Council and City staff are committed to continuous improvement as a long-term goal of the organization. The Citizen Survey is a natural feature of continuous improvement. Every two years, the City is undertaking a comprehensive effort to collect citizen feedback, which provides an excellent opportunity for improvement each time the data is submitted. On a large scale, there is no better way to assess how programs and services are faring on an ongoing basis.

The Citizen Survey also sets up an additional level of accountability for the City of Rockville. Each Department closely monitors their results and is held accountable for them. The expectation is set up that if a program or service has a drop in ratings or a negative rating, that efforts will be made to improve the program or service and to elevate the ratings on the next survey. There is also the expectation that even if a program or service consistently receives a favorable score, that the department should not be complacent and should actively look for ways to improve the program or service.

The 2003 survey data provided the Departments with comparison data from the 2001 survey. This was helpful to Departments as they decided which services and programs warranted adjustments. As the 2005 survey approaches (staff anticipates this will be conducted in early 2005) the City is working towards establishing enough data to be able to identify whether there are any trends in the data. After the 2005 survey is completed, and three points of data (2001, 2003, & 2005) are mapped out for each service, the City will be able to identify as to whether scores are forming a trend in a particular direction or are fluctuating. The survey will continue to be an important tool that is used by management to assess the efficiency and effectiveness of Rockville's programs and services.

### **Improvement Efforts in East Rockville**

The Departments have conducted numerous efforts to make program enhancements and adjust services to provide more focus on the Eastern portion of the City. These efforts are expected to bring up the citizen ratings on programs and services in the Eastern part of Rockville. The following information is a summary of these activities:

## RECREATION AND PARKS DEPARTMENT ACTIVITIES

As a result of the Rockville Citizen Survey, the following enhancements and/or improvements have been proposed or completed for East Rockville by the Recreation and Parks Department, Parks and Facilities Division.

### Parks and Facilities Division

- ***Enhance the landscaping on Veirs Mill Road between Edmonston Drive and Twinbrook Parkway.***

The enhancements include trees, shrubs and flowerbeds. These improvements all occurred within the State rights-of-way. The Parks and Facilities Division planted 54 trees adjacent to the Veirs Mill Road service road and an additional 100 trees and shrubs where planted in Rockcrest Park. These projects were funded through the Rockville Tree Project and were completed.

- ***Enhance the landscaping in front of the Pump House.***

The improvements include removing overgrown trees and shrubs and installing new landscaping. Community support was sought and received for this project. Staff met with residents to develop a new landscape plan. Parks crews have made some improvements to remove some of the old and overgrown landscaping at the site. The new replacement landscaping will be installed in the fall of 2004.

- ***Rockcrest Park Improvements.***

Extensive work was performed. The shelter and ballet facility interior was repainted, the dance floor was refinished, new gutters were installed, the roof was replaced, drainage problems were repaired, and repairs were made to the walkway. In addition, the Parks and Facilities Division was able to have community service hours volunteers clean the stream valley from Rockcrest Park to Twinbrook Park.

- ***Enhance the landscaping in the circle median adjacent to Rockcrest Park.***

The landscaped circle has been cleared of overgrown vegetation. Additional landscaping was completed in mid-April 2004.

- ***Install flowerbeds on Broadwood Drive between Baltimore Road and Veirs Mill Road.***

This project was completed.

- ***Install additional flowerbeds on Route 28 between First Street and Veirs Mill Road. These improvements are on State rights-of-way.***

New flowerbeds were installed in May 2004.

- ***Upgrade the athletic fields and tennis courts at Maryvale Elementary School and establish an MOU with MCPS for use of the facilities. The tennis courts are in very poor condition and an eyesore.***

The estimated cost to renovate the tennis courts is approximately \$10,000. There would be \$1,500 in ongoing maintenance costs. Funding for this project has not been identified. The neighborhood also requested and supports this item. The Parks and Facilities Division will include this as part of a supplemental request for the FY06 budget process.

- ***Add color in the form of additional art, banners or flowerpots to the Lincoln Park Metro Bridge.***

The exact project has yet to be determined. Community input would need to be included in this project. The estimated cost is \$5,000. Funding for this project has not been identified. The Parks and Facilities Division will include this as a supplemental request for the FY06 budget process.

- ***Landscape the median at Atlantic Avenue and Veirs Mill Road.***

The estimated cost is \$2,000. Funding for this project has not been identified. The Parks and Facilities Division will include this as an FY06 supplemental request.

- ***Include tree maintenance within the scope of work that the City already performs on State rights-of-way.***

This would include Veirs Mill Road, Route 28 and portions of Falls Road. The estimated cost is \$10,000 per year. The Parks and Facilities Division will submit the tree maintenance as an FY06 supplemental. Staff entered into an MOU with the State Highway Administration to provide funding for additional maintenance of State rights of way. The City will receive approximately \$12,700 from SHA in reimbursements.

- ***Install a "Welcome to Rockville Sign" on Baltimore Road, east of Rockville High School.***

The estimated cost is \$10,000. Funding for this project has not been identified. The Parks and Facilities Division will include this as an FY06 budget supplemental item.

- ***Involve the East Rockville community in the design of the replacement playground equipment for Maryvale Park.***

The playground equipment was funded in the FY 2004 CIP. The City did work with the community and solicited their input on the design phase of the playground. Specifications for construction were prepared and went out to in April 2004. The new playground equipment will be installed in the fall of 2004.

- ***Lincoln Park Playground Equipment***

New playground equipment was installed at Lincoln Park in the late spring of 2004.

- ***Replace the park sign at Linthicum and Marcia Lane.***

A Citywide CIP project has been established for FY 2010 for the purpose of improving the design and appearance of park signs. The sign at Linthicum and Marcia Lane has been replaced.

- ***Repair drainage issues at Calvin Park.***

Improvements have been completed to correct drainage problems around the tennis courts. No budget estimate is available for the drainage repairs in the other areas of the park. Funding was not included in the FY 2005 CIP. It is expected that this part of the project will be a future CIP project.

- ***Improve maintenance in easement areas in Lincoln Park.***

This includes alleys, paper streets and other City-owned parcels. Major improvements have been made to Israel Park, including a new playground, improved paths and parking lot lighting. Additionally, Parks and Facilities staff are conducting more frequent inspections of the park so that any problems that may arise can be taken care of quickly.

- ***Lighting and Safety in Neighborhoods at Night***

New parking lot lights were installed at the Lincoln Park Community Center this past spring and neighbors and patrons have received this improvement positively.

- ***Accessibility of Parks and Recreation Facilities***

At the Twinbrook Community Recreation Center there is a CIP project to install an asphalt path along the tennis courts to make pedestrian access to the facility more convenient and pedestrian-friendly. This is an example of the many projects supported by the Asphalt/Concrete Improvements CIP project to maintain and enhance accessibility to parks and recreation facilities. Design for this project has been completed. The implementation is on hold due to the need for a better price estimate for the cost of the work. How much the project will cost will determine whether this item is completed in FY05 or FY06.

### ***Recreation Services***

- ***Teen and After School Programs***

Teen and after school programs are focused throughout the East Rockville communities to accommodate resident's needs in this area of the City; including programs at the Lincoln Park Community Center (LPCC), Twinbrook Community Recreation Center (TCRC) Twinbrook E.S., Maryvale E.S., Meadow Hall E.S. and David Scull.

### ▪ ***Volunteering at the Recreation Centers***

Recreation Centers benefit from hundreds of volunteer hours each year and will continue to promote volunteer opportunities. Six to eight high school students volunteer their time and expertise tutoring participants in the after-school program at the Lincoln Park Community Center (LPCC) twice a week. Volunteers provide a reading program at Twinbrook Community Recreation Center (TCRC) four days a week, two hours each day during the school year. A parent volunteer started a knitting class for children at LPCC this year. Both TCRC and LPCC use student volunteers at the front desk, to assist younger participants in programs, at special events and in the computer lab.

## **POLICE DEPARTMENT ACTIVITIES**

The Police Department has undertaken numerous efforts to improving and enhancing services to the Eastern portion of Rockville. The following information consists of specific actions that have been taken in response to the 2003 Citizen Survey results:

### **Special Operations Division Activities**

#### **Tactical Patrol Unit**

- This unit's main focus is devoted to East Rockville. The unit operates primarily in the evenings. Regular patrols are conducted in Twinbrook and in Lincoln Park. The unit's responsibilities have increased and are charged with visibly patrolling the various shopping centers in the area. This unit promotes a feeling of safety for those citizens visiting the center. This team was instrumental in closing down the barbershop and illegal activities that were occurring at the Lincoln Street shopping center. The residents of East Rockville are very pleased with the change that has taken place.
- Loitering and vandalism at the Twinbrook Mart and the Twinbrook Shopping center. The Police Department maintains a continuous presence in and around the Twinbrook Shopping centers. A Crime Prevention Through Environmental Design study was completed for the Twinbrook Mart. The study noted numerous observations of issues and solutions that may help alleviate the problems of vagrants drinking and urinating in public. Police met with the Twinbrook Mart Management to discuss the recommendations of the survey. Management implemented most of the recommendations and has reported positive results with less loitering and vandalism at this location.
- The City Police Community Service Officer is housed at the Twinbrook Recreation Center, and is charged with the responsibility of ensuring bicycle patrols in and around the Twinbrook Park walk and bike paths. The City Tactical Patrol Unit has

shown a very concerted effort in patrolling not only the shopping center, but also the Twinbrook Park pathways.

- Lieutenant Main, Sergeant Walsh, and Captain England have become intrinsically involved as liaison officers with the Lincoln Park communities and East Rockville. Sergeant Walsh and Captain England attend the Lincoln Park Civic Association meetings and the Rockville Housing Enterprises Advisory Board meetings. Lieutenant Main attends the East Rockville Civic Association meetings. The Chief of Police will continue to attend the Twinbrook Civic Association meetings.

### The Traffic Unit

- Throughout the year the traffic unit has increased their efforts to address issues brought forth by Rockville citizens and known problem areas noted by officers. The Traffic Engineer's Office also provides the unit with speed surveys that help officers target specific areas at certain times. The Traffic Unit focuses their enforcement efforts during the morning and evening rush hour and the school bus pick up and drop off times. Specific areas in East Rockville that have been targeted are: Lewis Avenue, Halpine Avenue, Ardennes Road, Crawford Drive, and Edmonston Drive. Traffic enforcement efforts are also conducted in the Lincoln Park area.

### Field Services Unit

- This unit conducted a parking enforcement campaign on the midnight shift targeting residential parking violations identified by the Twinbrook Citizen's Association.
- This unit conducted a zero tolerance check on patrol of the Twinbrook Mart to address issues of vagrants drinking and urinating in public. The check on patrol resulted in several arrests and criminal citations.

### Administrative Services

- Individual neighborhood information booklets were provided to the leaders of the East Rockville Civic Association, Twinbrook Civic Association, Twinbrook Shopping centers, Lincoln Park Civic Association, and Rockville Housing Enterprises properties. These notebooks are the result of the Police wanting citizens to be better informed about Police incidents occurring in their neighborhoods. Each booklet includes a map of the neighborhood, neighborhood crime statistics for calendar years 2002, 2003, and 2004 to date, and traffic ticket and traffic warning statistics which have been issued on the street in that neighborhood over the past ten years.

## **PUBLIC WORKS DEPARTMENT ACTIVITIES**

The Public Works Department completed a number of improvement items in the eastern portion of Rockville. The following list consists of actions that were taken in response to the 2003 Citizen Survey Results.

### Traffic and Transportation Division

- A raised crosswalk at the intersection of Baltimore Road and Woodburn Avenue has just been installed.
- The bikepath on Baltimore Road in the area of Gladstone Drive was just refurbished. In addition, some trees were removed to make the path wider and easier to navigate.
- As part of the newly renovated Rockville High School, MCPS has installed a new traffic signal at the new entrance to the school on Baltimore Road. This is a major safety improvement for the students and others that travel this portion of Baltimore Road. Accompanying this new traffic signal are designated turning lanes into the school and extra road width. The Division worked with MCPS and requested these improvements be made in conjunction with the school modernization project.
- New sidewalk was installed by MCPS on Baltimore Road along the school property frontage.
- The traffic signal at East Gude Drive and Southlawn Lane has been totally reconstructed. New signal heads, a pole, and a cabinet have been installed.
- Three median islands were installed on North Horners Lane to increase the safety of pedestrians crossing this street.
- An all way Stop was installed at the intersection of North Horners Lane and Southlawn Lane.
- The City worked with Montgomery County to have a lighted crosswalk installed at the entrance of the Twinbrook Community Recreation Center on Twinbrook Parkway. The City installed a lighted crosswalk on Chapman Road near the Twinbrook Metro.
- The City installed twelve new streetlights in the area of Veirs Mill Road and First Street.
- The City funded several street lighting improvements that were completed by Pepco on Lewis Avenue. Pepco added eight new streetlights on Lewis Avenue. These new lights are high-pressure sodium lights that provide better lighting than the previous mercury vapor lights that were formerly in this location. In addition Pepco converted seven additional lights on the street from mercury vapor to high-pressure sodium lights.

### Contracts Management Division

- Paving has occurred in the Lewis Avenue neighborhood, the Ardennes Avenue area, as well as streets on both sides of Veirs Mill Road.
- Street sweeping and cleaning was performed before the above referenced paving was completed.
- Curb and gutter installation and sidewalk installation and repairs have taken place in the Lewis Avenue neighborhood, the Ardennes Avenue area, and on both sides of Veirs Mill Road.
- Construction and repaving has begun on Johnson Drive, which was a private gravel driveway in the vicinity of Israel Park. The project includes conversion of the driveway to the standard asphalt street surface as well as the installation of curb and gutter. This work will be completed in the fall of 2004.
- The North Horners Lane water main improvements project began in mid-September and will be completed by the end of the fall.

#### Utilities Division

- Base and emergency street repairs were made in the Lewis Avenue neighborhood, the Ardennes Avenue area, as well as streets on both sides of Veirs Mill Road.
- A new water line will be installed on Lewis Avenue in the fall of 2004.

### **NEIGHBORHOOD AND COMMUNITY SERVICES DEPARTMENT ACTIVITIES**

The Department of Neighborhood and Community Services has conducted a number of actions in response to the 2003 Citizen Survey results. The following information lists the specific actions that have been taken:

#### Community Enhancement and Code Enforcement Division

- The Strategic Inspection Program generated as an outgrowth of the Thornden Road code enforcement issues. This program will entail the Code Enforcement Division doing a Citywide "sweep" of properties in every neighborhood to check for homes with code issues that need attention. This initiative began in June of 2004, will take place over an 18-month period, and will conclude in February of 2006. The Twinbrook portion of the City is 90% completed. The specific area that is being covered is south of Veirs Mill Road and between MD 355. The most common issues that are being noted are overgrown grass, trash, peeling paint, and unlicensed and junk vehicles. If a property has one item, they are given a flyer that indicates that the problem needs to be taken care of. If there are two or more violations, the property owner receives an official property maintenance violation notice immediately. As soon as the Twinbrook portion is completed in the fall and winter the next area that

will be focused on is the East Rockville and Lincoln Park neighborhoods. The next portion of the City that will be evaluated is the Western part of Rockville.

- Code Enforcement staff has met with the East Rockville, Lincoln Park, and Twinbrook Associations to discuss a code education strategy for these communities. Staff also discussed the requirements in the property maintenance code and provided information about the Code Enforcement process.
- The Commercial Codes Inspector completed an exterior property inventory of commercial properties in late FY04. All of the shopping centers and commercial property in the City of Rockville were surveyed. This includes properties in Twinbrook, North Stonestreet, and Lincoln Park. Each property was given a rating of good, fair, or poor. Out of 1,015 inspections 93% of properties were given a good rating, 5.1% were given a fair rating, and 1% received a poor rating. Thirty violation notices were issued to property owners who had significant property maintenance issues. Cases were opened, monitored, and closed. The properties are in compliance. This commercial inventory will be done every two years. The next inventory will be conducted in late FY06.
- Code Enforcement has made changes and adjustments to their program in an effort to improve performance and receive higher ratings. While the following steps have been taken to address issues across the City, these initiatives are critical to improving property maintenance in the Eastern portion of the City where the housing stock is the oldest and the majority of Rockville's property maintenance problems exist:
  - Limits have been put in place to lessen the time that it takes to abate code issues. Repeat offenders are no longer receiving warnings. When a problem is identified the property owner receives a municipal citation immediately.
  - Code Enforcement and the Community Services Division staff are being integrated so that they can work together to assist with some of the more complicated property issues such as hoarding or other social issues (non-code related) that are impediments to a property being brought into compliance.
  - Code Enforcement staff are working more flexible work schedules. Evening and Saturday work is assigned when needed. This increases the Division's capacity to witness and resolve problems.
  - Rental licensing program has been given a high priority with two full time inspectors concentrating on rental properties maintenance and licensing.
  - On oversized vehicle issues, the inspector is working into the evening on one day a week to investigate certain areas (including Twinbrook) where problems have been reported.
  - Overgrown grass and weed lots. Extra attention is given to these items by inspectors during the growing seasons. Vacant lots are identified and checked. Enforcement action is taken as necessary.
  - Inspectors check for graffiti and when it is identified notices to the owner are issued to remove it. The Police Department is notified if it appears to be gang

related. If the property belongs to the City, a referral is made to the appropriate department.

- The Code Enforcement Division revised their doortags to state that citizens can call inspectors between the hours of 7:30 am and 5:00 pm. This was changed from citizens only being able to call the inspectors from 7:30 to 8:30 am, from 11 am to 12 pm, and 3 to 4 pm. This was done in an effort to offer a wider window of time for customers to contact the inspectors. The previous method was based on the actual hours that the inspectors were in their office.

## **COMMUNITY PLANNING AND DEVELOPMENT SERVICES DEPARTMENT**

Major progress has been made in the areas of neighborhood plans in the eastern portion of the City. Neighborhood plans serve as blueprint documents that create a vision for the future of a community. These plans lay the foundation for improvements and enhancements to the community that lead to better quality of life for its residents.

### **Long Range Planning Division**

- The East Rockville Neighborhood Plan was created by the community and was adopted by the Mayor and Council. Planning staff worked closely with a group of key stakeholders in the community to come up with their vision for the future of the East Rockville community. The recommendations will preserve the existing single-family nature of the community; will provide enhancements to transition areas in the neighborhood; and calls for redevelopment adjacent to neighborhoods. The plan calls for the redevelopment of North Stonestreet to mixed uses, with amenities, including a cultural arts focus, with wide sidewalks and Town Center like streetscapes, and more open space and parks. The plan also calls for making the land use more compatible with the nature of the community and includes various zoning changes. Another recommendation that came out of the plan is that changes to institutional community uses should be evaluated very carefully so that the uses are compatible with the existing neighborhood. Each of these elements when implemented will likely lead to improved quality of life for the East Rockville residents.
- The North Stonestreet Task Force is phase II of the East Rockville Neighborhood Plan and is looking at the zoning details coming out of the recommendations of the East Rockville Neighborhood Plan, including grandfathering in the existing businesses. The Task Force consists of community members as well as business and property owners on North Stonestreet. The City hired a consultant who has been working with the group. Some roadway realignments were also recommended such as installing traffic circles on North Stonestreet, which is currently being evaluated by the consultant. Staff expects a report to be submitted by the consultant in December. Final details of the implementation will result from the study report in December. The report will be phase II of the East Rockville Neighborhood Plan process and will be approved via a similar process that was used with the first phase. It is anticipated that that report will be adopted by the Mayor and Council in the spring of 2005.

- Planning staff has also been working with the Lincoln Park community on the Lincoln Park neighborhood plan. Only one more meeting with the neighborhood advisory group remains. The major themes coming out of the process are to preserve the housing stock in the area (study is underway), the redevelopment of adjacent properties such as the MCPS property on North Stonestreet, Lenmore traffic calming, and cut through traffic issues on Frederick Avenue cross streets. The plan will undergo a similar adoption process as the East Rockville Neighborhood Plan. This is also a document that creates a future vision of the community that will lead to improvements and enhancements that will likely improve the quality of life for its residents.
- The Twinbrook neighborhood planning process has been initiated with the Twinbrook Citizen Association. The process for the Twinbrook Plan was recently presented to the Twinbrook Civic Association. Kick-off meetings with the community have begun. Over the next year, staff will be meeting with the community to develop their plan.
- In the fall of 2004, the neighborhood planning process for Cambridge Walk I & II, as well as for the Twinbrook Forest community, will begin.

#### Housing Revitalization Division

- The Moore Drive Development project relocation is almost complete. All tenants have been successfully relocated to alternate housing facilities. The two last residents in the building will be moving to their new housing in the near future. Mid-City Urban, the developer, had its first hearing before the Planning Commission for their exploratory application to work out the details for the redevelopment of the site.

### **Outreach to Non English Speaking Citizens**

#### **DEPARTMENT OF NEIGHBORHOOD AND COMMUNITY SERVICES**

The Neighborhood and Community Services Department has created and is implementing outreach and education services to populations in the City who do not speak English as their preferred first language. Outreach has started for neighborhoods, businesses, and cultural groups:

#### Latino Outreach

The Latino Outreach team consists of Sergio Hurtado, Housing Codes Inspector (Code Enforcement Division) and Marcial Candido, Youth Family and Community Specialist I (Community Services Division). Mr. Hurtado is handling the Code Enforcement component and Mr. Candido is handling the community services portion of the outreach. Efforts are being made to do outreach to targeted community groups. The idea is to

indoctrinate Spanish speaking citizens as participating members of the Rockville community.

- Staff met with groups of Richard Montgomery High School (RMHS) representatives that work with Spanish speaking students on needs and issues within the RMHS Spanish speaking community and how City staff could be of assistance.
- Once a week, the Youth, Family, and Community Services Specialist meets with a group of RMHS Spanish speaking parents. The Housing Codes Inspector has also attended some of these meetings to discuss and educate the community on property maintenance issues and information about the Code Enforcement process. At these meetings, staff provides assistance to these citizens by communicating and handing out information about City and County services that may be of assistance to them. In addition, staff is educating these citizens about the services the City provides and on the structure and functions of the Rockville City Government. Guest speakers are usually invited to these meetings to address community issues such as health, citizenship, education, urban planning, Police and safety issues.
- There is also another group of parents that meet bi-monthly at the Twinbrook Elementary School. The same type of format is used with this group that was referenced in the item immediately above.
- At these meetings, staff hand out flyers to participants and brochures in Spanish about City and County services. A similar program approach and meeting format as the item directly above is used.
- Code Enforcement staff has made a presentation to the Spanish speaking members of the Twinbrook Citizen Association about property maintenance and the code enforcement process.
- Code Enforcement has developed a "Check Your Home" brochure that has been written in English and Spanish. Rise, a student volunteer group run by Community Services, distributed this brochure by hand in the Twinbrook community. In addition, information about the brochure was published in the Rockville Reports with a number to call if a citizen was interested in receiving a copy. Code Enforcement received a large number of calls and mailed numerous brochures out to citizens in July and August of 2004.
- The Department has also begun to have educational information about the City published in local Latino publications.
- The Department is also working on contacting local Latino restaurants to receive permission for City staff to place flyers in their businesses about City and County services.

- A general flyer has been created that explains property maintenance in Spanish. This flyer is handed out at community meetings and are mailed out upon phone requests.
- Flyers in Spanish have been created explaining topics such as what is a solicitor and the associated regulations, what kinds of activities require a license or a permit, and information on home occupation issues. The Commercial Codes Inspector hands out these flyers when he meets with citizens in his office. Additionally, the flyers are also mailed to citizens when requested via telephone.
- Rental property and Landlord/Tenant information is being finalized in English and will then be done in Spanish. This information will be available at City Hall, the Department of Community Services, at the courthouse, and the Rockville Regional Library.

### Asian Outreach

The goal of the Asian outreach program is for Asian citizens to utilize City services and resources. Education on City services and events is provided to community leaders, residents, and businesses. Efforts are being made to improve the City's presence in the Asian Community. Yoojung Kim, Youth Family, and Community Specialist II is leading this effort. Outreach efforts to the Asian community are underway:

- The Mayor and Council in April 2004 issued a proclamation for Asian Pacific American Heritage month (May 2004). This was coordinated by Community Services outreach staff.
- Staff is targeting the Montrose Community Center, Congressional Towers, and the Rollins Park Apartments area of the City in its outreach program. Department data indicate that anywhere from 30-50% of the residents living in this area are of Asian descent and speak an Asian language. Over the past year, staff has held regular meetings with housewives in this area for the purpose of networking and information sharing.
- Staff collaborates with other Rockville Asian community organizations. When an organization holds an event, staff attends and has a booth along with brochures (in English) about City and County services. Staff will explore having the brochures translated into Asian languages most commonly spoken in Rockville (Chinese, Korean, Vietnamese).
- Staff collaborates with other City departments as necessary such as the Police and Code Enforcement Division. Staff connects citizens with other City or County services that they may need to assist them with a need or a problem. Staff also provides translation services as necessary.

- In 2003, a flyer in Chinese and Korean was made that was published in local Chinese and Korean newspapers which advertised city fund supported (caregiver agency) English speaking classes.
- Staff is an Asian school liaison to Wootton High School and Fallsmead Elementary School and helped form a Korean speaking parents group at Fallsmead Elementary School. At both schools, staff shared community information and resources with ESOL parents. Staff is also available to assist with requests as needed by the schools.
- Staff runs two groups of Asian Community Club at Rockville and Richard Montgomery High Schools. In these groups, staff teaches life and social skills to the students. In addition, staff takes the students on field trips. Staff also coordinates student participation in activities so that they can earn community service hours. For instance, the students participated in making decorations for Asian heritage month and also for International night. In this capacity, the students are promoting and representing the Asian heritage at their schools.

## **CITY MANAGER'S OFFICE**

The City Manager's Office made a hiring decision that will help provide access to City services and programs to citizens whose preferred first language is Spanish.

- The City Manager's Office hired a bilingual (Spanish and English) speaking staff member for the Public Information Desk position. This employee has been very helpful in assisting Spanish speaking walk in and phone customers with questions and problems. The bi-lingual skills of this employee have brought on a whole new dimension to the position and is another service to the City's Spanish speaking citizens.

## **RECREATION AND PARKS DEPARTMENT**

### *Asian and Hispanic Outreach*

- Outreach efforts to the Chinese and Hispanic communities have been increased and cultural programming has been expanded for these populations at the Rockville Senior Center. Signage throughout the center has been offered in English, Chinese, and Spanish. In other areas such as restrooms symbols are used. Senior Center staff is working with members and volunteers from the Chinese Culture and Community Service Center, Inc. to expand programs of interest to the Asian communities.
- The Department recently hired a bilingual (Spanish and English) employee to fill the morning portion of the Recreation Information Desk position. This is another hiring decision that will help increase access to City programs and services by citizens whose preferred first language is Spanish.

## **Building Permits Process Improvements**

### **COMMUNITY PLANNING AND DEVELOPMENT SERVICES DEPARTMENT**

#### **Inspections Services Division (ISD)**

In response to the 2003 Citizen Survey results, ISD has taken several steps to simplify the building permit process and to make it easier to understand for their residential customers. In addition, ISD has provided new resources that make it easier for residents to navigate the building permit and inspections process. These efforts all have been initiated with the goal of providing better service to its customers. The following is a listing of actions that have been taken:

- With the assistance of the Cable office, the division produced a video that takes the customer from permit application, through the review process, and the inspections process. The video has been aired on Rockville Channel 11 in the fall of 2003 and the spring of 2004.
- ISD has also created a "Residential Deck Application Package", and a "Residential Alteration or Addition Application Package" that are available for customers. Both application packages have helped to streamline the process of obtaining a permit. These two deck plans were architect-designed, have already been reviewed for code compliance, and can be used by a resident or contractor to obtain a same day permit, if zoning requirements are met. The packages have put the focus on helping the customer get it right the first time, resulting in fewer delays in permit review.
- ISD continues to emphasize the importance of making sure customers are treated well. One of the Permit Technicians served on the Customer Service Task Force last year and all ISD employees have received the customer service training that was conducted over the summer and early fall of 2004.
- An interactive voice response reservation line has been instituted where customers can call to make reservations for inspections 24 hours a day.
- Customers are able to check the status of their permit applications and inspections on-line via the City's Web Site.
- Permit forms are available on line via the City's Web Site and can be downloaded by customers, filled out, and returned to ISD for review and approval.
- ISD has improved the zoning review for residential applications. There is additional and improved coordination with the Planning Division on residential applications.

The planner of the day reviews the application first before ISD reviews it. If there is a zoning problem with the application, the customer knows about it at the front end of the process. Knowing about a problem sooner rather than later results in fewer delays and a better experience for the customer.

### **Users of Recreation and Parks Services**

At the request of the Mayor and Council, the National Research Center conducted initial analysis on the survey results for Recreation and Parks Services. NRC conducted cross-tabulations to see if there was a difference in how services were rated by users versus non-users of the services, gender, race, ethnicity, preferred first language, income, and housing type. This information was provided to the Mayor and Council in July of 2003. A copy of the analysis is attached at **Appendix A**. The results of the analysis indicated:

- Individuals in the age category between 35-54 are most likely to participate in Recreation and Parks activities.
- Individuals in the 35-54 and the 18-34 age range were most likely to frequent City parks.
- Individuals in the age range of 55 years and higher an increased likelihood of using Recreation programs and services and special events.
- In terms of use by gender, males tended to visit the parks and the females tended to participate in recreation programs.
- Citizens living in single-family detached dwellings were more likely to use recreation programs and services than those living in attached dwellings.
- Citizens with lower incomes participated more in recreation programs. Those with higher income levels tended to use the parks and attend special events more often.
- Those citizens who lived here more than six years had a higher participation rate in recreation programs than new residents.
- The only item where race, ethnicity and preferred first language was associated with a recreation program or facility, was attendance at special events.

### **Other Survey Related Activities Conducted by City Departments**

Departments have also conducted other activities in response to the Citizen Survey that are meant to benefit citizens in all areas of the City. The following information highlights these activities:

**CITY MANAGER'S OFFICE**

The City Manager's Office has conducted several organization wide activities that will impact the 2005 Citizen Survey results and continues to provide support and guidance on public process activities:

- The City Manager's office managed and led the Customer Service training initiative that took place from June through mid-September 2004. This initiative was designed to make sure that all employees have tools they need and are set up for success in providing a high level of customer service to Rockville customers. In the summer of 2003, a task force of 18 employees from all levels of the organization recommended that a mandatory refresher training for all employees would position the City to meet the challenges and demands of today's customer and to continue excellence in customer service delivery. All full-time benefited employees received the training. The City Manager's Office hired an outside consultant to design the training curriculum. A cadre of 25 employee volunteers were trained and led the employee training sessions. There was a three-hour training session for senior staff, managers, front line supervisors, professional staff, and administrative staff. There was one-hour condensed version of the training that was given to all of the Gude laborers and the Police officers. The focus on the training was on basic customer service skills and strategies for dealing with difficult customers. The City Manager's Office will be conducting follow-up activities led by a Customer Service Steering Committee over the next year so that it remains a key focus.
- The City Manager's Office is continuing its management and leadership of the LEAD (leading through educating and developing) high performance organization initiative. A group of forty employees were trained in May of 2004. Another group of employees will be trained in a session that will be held in early October. The basis of the LEAD program is for employees at every level of the organization to be empowered to take initiative and leadership in their positions. The additional autonomy is coupled with a lessening of control by supervisor over the employee. This initiative is a basis for continuous improvement, fulfilled employees, and a high performance organization. These are elements that will all contribute to better survey results. Recently, the LEAD coordinator for the City of Guelph, Canada held a series of meetings with Senior Staff, the LEAD Steering Committee, and LEAD alumni. The purpose of these meetings were for the City to learn from a local entity that has successfully implemented the program for ten years, to learn from their experiences, and to use their best practices to help guide the future implementation of the City's program over the next several years.
- Public process initiatives have been ongoing. Over the past year, there has been a significant level of outreach to the community. Public process was used with the Town Center redevelopment implementation, the East Rockville, and Lincoln Park neighborhood plans. In addition, public process has been used in CIP discussion meetings with the community on stream restoration, traffic calming projects, and storm water management projects. The City is always looking for new opportunities or ways to improve its public notification process to citizens.

## **FINANCE DEPARTMENT**

The following activities have been conducted by the Finance Department in response to the 2003 Citizen Survey Results:

### **Revenue Division**

- The Revenue Division continues to notify customers when they have unusually high usage in case they might have a leak.
- The Division is offering the option of paying their utility bill by Mastercard/Visa either at the cashier or over the phone.

## **INFORMATION AND TECHNOLOGY DEPARTMENT**

The Information and Technology Department used the 2003 Citizen Survey results in several ways. The following information is a summary of the activities that were conducted in response to the survey results:

- The Department used the Citizen Survey results to help guide the City Web site and the redesign. The Department further gauged citizen interest in the Web site with two separate citizen focus groups, one with Rocknet and one with a random group of citizens. The Department also used the results of both of these tools to help assess the value in offering online utility billing, permitting inquiries, electronic maps (GIS), and an electronic calendar of events. The GIS system and electronic maps are available to citizens via the City's Web Site and there is an electronic calendar of City events on the Web Site.
- The Rockville Channel is doing a number of things to address results, not only for Information and Technology, but to help other departments as well:
  - Running a regular feature in City Hall Report called "In the Planning Pipeline," which lists in lay terms, items that are coming up for consideration by the Planning Division, the Planning Commission, and the Mayor and Council.
  - A print advertising project underway to make people more aware of TRC and what it offers. Display-type ads run in Rockville Reports periodically, in the Recreation Guide, and occasionally in the Meter Reader. The Department is also looking at how to use these ads on the City's Web site, and possibly in general circulation print media.
  - Completed a video program explaining the process for obtaining permits for home improvement projects and why permits are necessary.
  - Composed and broadcast news stories in City Hall Report and interviews to provide information on results and activities of various programs provided by different departments.

- The Department has provided a wealth of information on the "Revitalizing Town Center" project through special and regular programs and the City's Web Site.

## **NEIGHBORHOOD AND COMMUNITY SERVICES DEPARTMENT**

### **Neighborhood Resources Division**

- The Neighborhood Resources Program worked with numerous homeowner associations across the City to provide information about the City's building permitting and inspections processes and well as information about the property maintenance code. The Neighborhood Resources staff provided information that was published in the following neighborhood association newsletters:
  - Cambridge Heights
  - Carter Hills
  - College Gardens
  - Fallsmeade
  - Flint Ledge Estates
  - Fallsgrove
  - Plymouth Woods
  - Potomac Woods
  - Rockshire
  - Woodley Gardens
  - North Farm
  - Woodmont Overlook
  - Hungerford
  - Chadsberry

## **ROCKVILLE POLICE DEPARTMENT**

The Police Department conducted a number of activities in response to the citizen survey that are geared toward all citizens in Rockville. The following information summarizes these activities:

### **Office of the Chief of Police**

- Conducted the Senior Citizens Police Academy at the Senior Center. The program took place once a week for two hours over a period of seven weeks. The program topics included:
  - Discussion of scams aimed at seniors
  - Overview of the criminal justice system
  - Traffic rules and regulations
  - Presentation by a pharmacist on the impacts of multiple prescription drug use

- Conducted Citizen Police Academy held at the Civic Center. The program took place once a week for nine weeks. The program topics included:
  - Overview of the criminal justice system
  - Presentation by the State's Attorney's Office
  - A practical classroom exercise of police street scenarios where students react to the programmed street confrontations
- P.R.O.S (Police Reaching Out to Students). This program was conducted in the spring of 2004 at the Lakewood Elementary School, Fallsmead Elementary School, Beall Elementary School, Ritchie Park Elementary School, St. Elizabeth's, and St. Mary's. This program was approved by MCPS and the topics include:
  - Choices and consequences
  - Self-esteem
  - Recognition of illegal drugs and substances
  - How to say no to drugs

### Field Services Division

- Department instituted an on-line check on patrol system through its internal web board. This enhancement provides for more timely notification of neighborhood issues. The prior system that was used consisted of command staff members or communication operators receiving information about problems which were forwarded to the Bureau Commanders for inclusion on the Code 18 list. The list was published on a weekly basis, and response to a problem could be delayed for one to six days. The on-line system gives employees the capacity to immediately post a problem when it is received. This posted check on patrol is available to be assigned at the next roll call.
- Lieutenant Rappoport has been assigned to be the Police liaison to the New Mark Commons, King Farm, and the Rockshire Civic Associations.

## **PUBLIC WORKS DEPARTMENT**

The Public Works Department conducted activities in response to the 2003 Citizen Survey that have impact across the City. The following information is a summary of these activities:

### Public Works Administration Division

- As a result of the significant snowfall in the winter of 2003, snow removal services received lower ratings and some comments of concern were noted. In response, the Department discussed ways to improve service delivery during heavy snowstorms. There were some reassignments of routes to increase service levels within the additions of new development. Public Works staff also proposed that the City adopt a snow emergency ordinance that would remove parked cars from the street and would

allow for faster and more efficient snow removal. The Mayor and Council adopted the snow emergency ordinance. The snow emergency ordinance was activated once in the winter of 2004 and it worked smoothly.

- Funding was approved for the Public Works Department to have its own staff to repair streetlights and traffic signals as opposed to the previous method of using a contractor. Having City staff directly respond and make the repairs has resulted in a much more responsive and efficient system. Requests are responded to and are resolved more quickly. Customers have reported they are pleased with the results.
- Paving, sidewalk installation, and curb and gutter installation has also been conducted in the middle portion of town in the Hungerford area and some streets adjacent to City Hall. The City was successful in getting the King Farm developer to repave Gaither Road. This work will also be completed in the West End neighborhood in the fall of 2004.
- Traffic calming has been installed on Hurley Avenue. The devices used include circles, chokers, and road narrowing. The second phase of this project will be completed in the fall of 2004. Traffic calming was also installed on Dundee Road. Chicanes were installed to slow speeders down.

## **RECREATION AND PARKS DEPARTMENT**

The Recreation and Parks Department has conducted a number of activities in response to the survey that are designed to improve overall services to citizens across the City. The following information are examples of work that was completed:

### **Parks and Facilities Division**

- Parks and Facilities installed a computerized asset management and work order system. The system allows for work scheduling, citizen service requests, work orders and inventory.
- An online service request form linked to the City's Web Site was created for tree related issues.
- To address the tree maintenance issues, the Parks and Facilities Division continues to adjust operating and CIP budgets to accommodate additional tree maintenance. The street tree inventory and work order system are being updated to improve efficiency and response time to citizen-generated work requests.
- The Division has adjusted its procedures in responding to significant snow storms in response to concerns that were raised. Included is an adjustment to assign higher priority to sensitive areas, increase overtime, and rearrange areas of responsibility. In the winter of 2004, additional crews were dispatched to ensure that school walks were

cleared by the Monday morning. For example, Wootton Parkway was elevated to an "A" priority.

- Parks Department continues to improve the infrastructure within City parks via CIP projects such as playground replacements, ballfield improvements, asphalt/concrete repairs, and athletic court improvements.
- Using GIS, the Parks and Facilities Division has identified all the areas being mowed by the City and adjusted the areas of responsibility, allowing for a more efficient delivery of services. The same GIS work is being completed for areas of responsibility for snow removal.
- In the spring of 2004, 16 additional annual beds were planted in medians throughout the City.
- The Division applied for and received a grant to purchase commercial sweeper equipment. The RFP is out to bid.

### Senior Services

- The Senior Commission hosted a successful housing forum in the spring of 2004 where they obtained data from residents on the difficulties they face staying in their homes or finding affordable and accessible housing in the City so they can retire in Rockville. The results of this forum will be presented to Mayor and Council in a Worksession. The Senior Commission is in the process of writing its report on this issue.

Marketing efforts have been enhanced to increase not only the number of members/users, but also the awareness in the community of what is offered. This is being accomplished through the following methods:

- Senior Center programs/services were highlighted on the cover of the Summer Recreation Guide. This publication not only reached seniors, but also caregivers and children/grandchildren of seniors who may encourage their senior family members to get involved.
- Currently developing a new brochure for the senior center and working with IT staff to map out areas of the City where the number of Center members is relatively low. The map will include a layer indicating language spoken at home. The brochure will be printed in a few different languages to help reach seniors who do not speak English so they can learn more about our programs and services. This will be followed by a direct marketing effort targeted to seniors who do not belong to the Center.
- The "Discover The Fun" promotional campaign featured a 'bring a friend' campaign. Eleven new members were signed up. These types of promotions will be continued.

- Staff has expanding membership retention efforts and is contacting people who have not renewed their memberships. The fee increase did reduce non-resident membership sales to some extent, but Recreation and Parks has managed to eliminate the waiting list so non-residents do not at this time have to wait to join. This is a positive since many of those who put their name on the list did not join when given the opportunity months later.

### Recreation Programs and Services

The Arts Division plans to use the survey results in the following manner:

To change the scope of arts opportunities available in Rockville:

- Research and evaluate the interests of the community as it impacts the focus of programming for the Town Center Cultural Arts Center.
- Pursue sponsorships/financial contributions to offset costs for ongoing arts programming.
- Create a “vision” for an arts presence citywide: i.e. experiences to generate a greater identification with the arts and cultural arts facilities.

To enhance arts presence and expand the available arts-related opportunities in Rockville:

- Implement priorities with the Rockville Town Center Recommendations for the Arts and Arts Related Activities.
- Work with projects initiated through the new Publicly Accessible Art in Private Development ordinance.
- Establish new priorities within the Art in Public Places Master Plan FY05-10.
- Continue free public entertainment/concert offerings throughout the City of Rockville.
- Improve the marketing of and support to the diverse arts organizations presenting at the F. Scott Fitzgerald Theatre.
- Ensure strong relationships to all the arts and humanities organizations based in Rockville who also serve the community.

To improve the arts presence and cultural opportunities that make Rockville a destination and choice of location:

- Support through diverse resources (in-kind services and equipment as well as financial contributions) the needs of presenting groups connected with the City to ensure new artistic experiences continue to be accessible to all community members.
- Increase marketing efforts in all media to engage a more diverse audience reflecting people of all ages.
- Include recreational, cultural, and educational opportunities for After School and At Risk participants at regional libraries, Smithsonian, National Aquarium, and professional theatre, dance, and historical presentations.

### Marketing

- Marketing has been improved by having the Recreation Guide distributed to local businesses as well as libraries and direct home mailing. Although only 19% of respondents indicated they had used Rock Enroll, there have been over 16,000 registrations processed by IVR or e-Connect. More than 95% of those who use Rock Enroll are satisfied or very satisfied with the service. There are over 55,000 accounts in the system. The CLASS system has increased staff efficiency and limited problem registrations. In an effort to improve marketing of Rock Enroll registration methods will be featured on the front cover of the Fall Recreation Guide.

Marketing efforts at the Recreation Centers are taking place:

- “Discover the Fun” department-wide marketing campaign – a month of open house events at each City facility
- Free introductory computer classes - LPCC
- Free tutoring for grades 1-8 - LPCC
- English for Speakers of Other Languages (ESOL) -- TCRC and Senior Center
- Special events held quarterly at TCRC and LPCC
- Teen Dances
- Continue to maintain and upgrade equipment and facilities

### Customer Service

- Train part time and seasonal staff in CPR and First Aid to exceed level of required standards.
- Continue “Sunset Rule” that all phone calls are returned before sunset to respond to requests or to let caller know we are working to resolve their concern.
- Conduct quarterly staff training on customer service, efficiency, production, problem solving, conflict resolution, organizational skills, and idea sharing.

### Teen Programs

Teen program offerings have expanded significantly since the ‘03 survey, including after school, trip offerings, classes, and summer programs. Special workshops and seminars are being planned to meet the needs and interests of the teens as well. The Class Division is surveying residents for recommendations on class offerings. The Department currently tries and will continue to offer at least 25% new/enhanced classes per seasons and do away with those not meeting the needs and desires of participants. The following has taken place with regard to the variety and quality of recreation programs:

- Evaluate programs to improve their quality and maintain service level.
- Survey citizens regarding types of programs they desire.
- Add adult/child craft, pottery, and cooking classes.
- Add Leadership class for teens and GET UP! Program for girls to more choices for teens.
- Locate and schedule a variety of programs throughout the city to serve as many citizens in all neighborhoods.
- Include city Web Site information on promotional fliers.
- Target mailings to preschools and doctor's offices.
- Target e-mails to past program participants reminding them of registration dates and program choices.
- Target mailings to promote fitness, sports, children, teen, and adult programs to boost participation levels.
- Increase free introductory demonstration classes to increase enrollments.
- Consider discounts for participants registering online.
- Programs that have been added at Lincoln Park Community Center include a knitting club, teen dances and a tutoring group.
- Programs at Twinbrook Community Recreation Center include weekly reading program and quarterly special events.

## **2005 Citizen Survey**

The next step in the process is to conduct the 2005 Citizen Survey and to receive the results. The 2005 Citizen Survey data will indicate whether or not the many initiatives taken by Departments to improve results were fruitful in the eyes of Rockville's customers.

In the coming weeks, staff will be working to enter into a contract with NRC. The 2005 Citizen Survey process will begin which will include refinements to the survey design, survey distribution, administration, analysis, and the submittal of a report of results. The Mayor and Council will have an opportunity to review and approve the survey before it is distributed to citizens in early 2005. It is anticipated that the results will be submitted to the City in April of 2005.



City of Rockville

**MEMORANDUM**

October 4, 2004

TO: Catherine Tuck Parrish, Acting City Manager

FROM: Jennifer Kimball, Assistant to the City Manager

SUBJECT: Overview of Citizen Feedback Mechanisms

On July 26<sup>th</sup>, the Mayor asked staff to provide information about how the City collects customer feedback and measures customer satisfaction. This memo summarizes the different approaches currently used. It addresses the formal citywide biennial citizen survey, as well as individual department efforts to collect feedback from customers.

This memo focuses on feedback from external customers, but it is also worth noting that the City also obtains feedback from employees about internal services. Every other year the City conducts an internal customer satisfaction survey to obtain feedback about services provided by the Departments of Personnel, Information and Technology, Finance, City Manager, City Clerk, and City Attorney. Approximately 75% of City employees responded to the most recent internal satisfaction survey.

Citizen Satisfaction Survey

Rockville's biennial citizen survey is the City's most comprehensive and resource intensive effort to collect citizen feedback. It provides an opportunity for a representative sample of residents to rate their satisfaction with the quality of life in the City, the community's amenities, and the local government.

The first citizen survey was completed by the National Research Center in 2001. The second survey was completed in 2003, and a third survey is planned for 2005. The National Research Center works with City staff to develop the written survey that is sent through the mail. In 2003, a random sample of 3,000 Rockville households received a survey. A large proportion of households, approximately 42%, responded. The survey collects feedback on:

- Quality of life,
- Characteristics of Rockville (such as shopping opportunities, ease of travel by transit, access to affordable, quality housing),
- Reasons for choosing to live in Rockville,

- Problems in Rockville neighborhoods,
- Perceptions of safety,
- Community participation,
- Public trust,
- City services (utilities, parks and recreation, streets, police, inspections, building permit process, code enforcement),
- City employees, and
- Communications/Outreach.

The National Research Center presents the data collected by geographic area, age, sex, and other subgroups. Data can also be compared over time. Another benefit of the survey is the National Research Center's ability to compare the data collected for Rockville with survey results from other jurisdictions.

#### Citizen Service Request Feedback

One of the City's critical means of interacting with citizens is through Citizen Service Requests (CSR). To understand user satisfaction, the City distributes feedback cards to every individual who submits a CSR. The card asks individuals to rate:

- Quality of service provided,
- Level of satisfaction,
- Courteousness and helpfulness of staff, and
- Timeliness of resolution.

#### Recreation and Parks Program Feedback

Recreation and Parks collects feedback from customers who use the City's facilities and programs. Program evaluation forms are mailed and/or distributed via the program instructors to participants/families. Those efforts are summarized below. In addition to these more formal activities, staff noted that citizens frequently provide informal telephone, written, and in-person comments and suggestions to City staff.

Camps and Classes – The staff in the Camps and Classes program shares evaluations with all camp and class participants. It seeks feedback on the program, registration process, staff, site, and cost. It also gives respondents the opportunity to provide suggestions and other comments.

Child Care Programs – The Department uses two evaluation for the childcare program. One is designed specifically for the participating children. It seeks basic feedback about the child's experience (e.g., "Is the program fun?", "Do you like the field trips?") and is designed so the children can color in their responses. The family or parent of the participant completes the second evaluation.

Civic Center – Civic Center staff send a follow up evaluation sheet to everyone that uses the facility. (Resident performance companies are excluded because City staff communicates with them regularly throughout the year). They collect feedback on items such as the booking and payment process, cost, atmosphere, cleanliness, and staff.

RedGate Golf Course – RedGate staff use comment cards to obtain user feedback about the golf course. The card asks users to rate several aspects of the course, such as course condition, tee time availability, the pro shop, and customer service.

Recreation Centers – Recreation Center staff communicate daily with Center users to obtain comments and feedback, and learn about concerns or problems. That includes weekly conversations with the parents of after school program participants. The Centers currently obtain more formal feedback from individuals/organizations that rent the facilities. Staff is in the process of developing a fitness member feedback card for fitness center members. It will ask users to comment on items like cleanliness and the types of exercise equipment they would like in the Center. Individuals who use other parts of the facilities will be asked to complete a general member feedback card. In addition, children and parents will evaluate specific programs or activities held at the Centers.

RockEnroll – Citizens can fill out an On-Line Registration Feedback Form to provide their comments about the City's RockEnroll registration system.

Senior Center – The Senior Center staff have "suggestion sheets" available at the Center. Users can use the sheets to provide suggestions or comments at any time. Senior Center users also complete evaluations for specific trips, programs, birthday parties, and senior bus transportation. Staff also uses the Senior Center newsletter to share evaluations with Center users.

Special Events - Recreation and Parks takes advantage of the City's web site by posting an on-line survey about the Farmer's Market and Hometown Holidays. A link from the City's home page takes users to the survey. The goal of that survey is to collect residents' opinions about special events that take place in Town Center during and after redevelopment.

Sports – Recreation and Parks staff share evaluations with all sports coaches to obtain feedback about their experience and to collect suggestions for changes or improvements to the sports program. Sports Program participants can also fill out official/umpire evaluation cards.

Swim Center - The Swim Center distributes program evaluations to all lesson and class participants on the last day of each lesson session. They ask for feedback about the instructors, the program, and the registration process. In addition, "Locker Room Report Cards" are available at all times at the front desk. Finally a suggestion box is also available at the front desk at all times.

Other Programs and Services - The Croydon Creek Nature Center has it's own feedback forms. One seeks suggestions and comments on the staff and facility. The other seeks feedback on specific Center programs and the naturalist that led the program. The Department has separate evaluation forms for programs, trips, parties at the Climbing Gym, and "Ride for Rockville".

#### Neighborhood and Community Services Programs

Youth and Family Services and Code Enforcement staff have formal systems to collect feedback from customers. Every time that Code Enforcement staff inspect a rental unit, they ask the resident or owner to complete an evaluation that requests feedback about the inspector's performance and the timeliness of the inspection.

Youth and Family Services staff collects written evaluations from participants in the:

- Homework Club,
- Housing Counseling,
- Anger Management Girls Group (Julius West MS),
- Social Support Group (Rockville HS),
- Asian Community Club,
- Bridges Program, and
- Conflict Resolution Program.

Some Youth and Family Services programs include a post-test that assesses the results or outcomes of the program. The post-test does not ask participants to evaluate the program, but does provide staff with information about the effectiveness of the program. Participants in the following programs complete a post-test:

- Family Change Group (Beall ES),
- STEP/TEEN Program,
- Girl's Group 6 (Wood MS),
- Girl's Group 7 (Wood MS), and
- Asian Community Club.

Youth and Family Services staff also collects customer feedback through:

- Surveys of principals and counselors from 15 schools in the City about the quality of Youth and Family Services programs, staff responsiveness, and staff helpfulness,
- Surveys of the parents of the College Gardens Mentoring Program participants, the participants' teachers, and the mentors, and
- Surveys of individuals that used the Volunteer Income Tax Assistance Program.

### Police

Several questions in the citywide citizen survey address public safety in general and the Police Department specifically. The Department does not use any other formal evaluation tools. Like all the other City departments, the Police continually collect feedback from citizens through less formal means including:

- Attendance at Civic Association Meetings: Feedback from monthly reports to each Civic Group,
- Evaluations at the completion of the Citizen's Police Academy Session,
- Evaluations at the completion of the Senior Citizen Police Academy Session,
- Feedback from Neighborhood Watch Groups,
- Quarterly Review meetings with Neighborhood Watch Block Captains, and
- Neighborhood Walk arounds.

### Finance - Utility Billing

Department of Finance staff interacts with utility customers on a regular basis. The only formal means of obtaining feedback is through a question on the Citizen Survey asking respondents to rate the quality of utility billing as excellent, good, fair, or poor. However staff also receive comments and questions from utility customers frequently, and respond by clarifying information on utility bills and including additional information in the newsletters that accompany the bills.

### Public Works

The City obtains citizen feedback on services provided by the Department of Public Works through the City-wide citizen survey. It includes questions about ease of travel, refuse/recycling collection, water and sewer services, street sweeping and repairs, snow and ice removal, and street lighting. DPW does not use other formal means of gathering citizen feedback but often hears from the public more informally at meetings with citizens and neighborhood groups. Staff also receives comments from citizens via phone, mail and e-mail.



## MEMORANDUM

December 1, 2004

TO: Mayor and Council

FROM: Linda Moran, Council Support Specialist *LAM*

VIA: Catherine Tuck Parrish, Assistant City Manager

SUBJECT: 2005 Citizen Survey

The City of Rockville is preparing for the 2005 Citizen Survey, which will be mailed to a representative sampling of residents in early 2005. Rockville has once again entered into a contract with the National Research Center, Inc. (NRC) to refine, administer, analyze, and write a report on the survey results.

Staff has been working with NRC to make refinements to the survey. Please refer to Attachment A for the draft version of the 2005 Citizen Survey. The majority of the survey consists of performance measure related questions. The core of the survey must remain so that Rockville has the ability to analyze the results of the performance measure questions over time. This is the third Citizen Survey and Rockville will now have the ability to review the results to see if any trends can be identified, as there will now be three points of data to examine (2001, 2003, & 2005).

Under the FYI portion of the December 6<sup>th</sup> General Session, the Mayor and Council will have the opportunity to discuss the 2005 draft survey design, provide comments and suggestions, and ask questions about the survey process. Staff will incorporate any changes the Mayor and Council may have and will submit the draft with revisions for the Mayor and Council's review and approval before it is distributed. The first "wave" of the survey will be mailed out to residents on January 14<sup>th</sup> and the second wave will be sent out on January 28<sup>th</sup>. Please refer to the timeline for the 2005 Citizen Survey process at Attachment B. As indicated on the timeline, the report of results will be submitted to the City on April 4, 2004 and a presentation of the results will be made to the Mayor and Council and staff sometime after April 13, 2005.

There have been some modest changes made to the draft survey that staff would like to point out. The Mayor and Council had expressed an interest in incorporating a question that would ask residents to go through an exercise where they would tell the City how much spending Rockville should devote to a particular program or service. This exercise has been added to question 14 on page three. The results to these questions will be incorporated into the City Manager's proposed FY2006 budget. The results will identify resident priorities and should be helpful to the Mayor and Council as they make choices about program and service funding levels in the FY2006 budget process.

Additionally, two new questions asking residents to indicate the number of bicycles per household and the types of trips they are used for appear on page one at items 5 and 6. There are also two updated questions that pertain to the Town Center which ask residents to let Rockville know if they plan to visit the new Town Center and what types of special events they would like to see in Town Center. These additions appear as items 10 and 11 on page two. Question 25 on page five has been modified to give residents the opportunity to indicate what specific types of contacts they have had with the Police Department. The previous version only asked a resident if they had any contact or not with the Police Department. An updated question that asks residents to rate a number of E-Government services provided via the Web Site has been added and can be found at question 29 on page five. Finally, a new question asking residents what sections of Rockville Reports they find to be most valuable is included as item 33 on page six. Please let staff know if there are any comments, changes, or suggestions the Mayor and Council have on these items.

The City will once again be entering into a contract with Dragonbridge, Inc. to provide assistance to those residents that do not speak English as their first preferred language home. For the 2003 Citizen Survey, Dragonbridge, Inc. translated surveys into Spanish, Korean, Chinese, Vietnamese, and Russian. The contractor also provided assistance over the phone and in person to those residents that do not speak English as their first preferred language in completing the survey. The foreign language assistance proved to be effective in eliciting participation from residents who would not have been able to respond. The contractor translation services yielded participation from 196 residents that do not speak English at home. Staff anticipates the translation services to be provided for the 2005 survey will once again be a useful tool in getting participation from this targeted audience.

Please let staff know if the Mayor and Council have any questions on the draft 2005 Citizen Survey and process.

**Attachment B****2005 Citizen Survey Timeline**

<b>Task</b>	<b>Date</b>
Finalize draft survey	By December 17, 2004
Print survey materials, prepare mailings (stuffing, labeling, etc).	By January 6, 2005
Mail postcard pre-notification	January 7, 2005
Mail first wave survey	By January 14, 2005
Mail second wave of surveys	By January 28, 2005
Data collection, cleaning, and coding of surveys	Through February 18, 2005
Electronic data entry	Through February 25, 2004
Data analysis and report writing	Through March 18, 2005
Draft report for review delivered electronically to City	March 21, 2005
Review of draft report by City staff	Through March 25, 2005
Report revised by NRC	Through April 1, 2005
Final report delivered to Rockville	By April 4, 2005
Presentation prepared for Rockville	By April 4, 2005
Review of presentation by City staff	Through April 8, 2005
Presentation finalized by NRC	By April 13, 2005
Presentation of results to Mayor and Council and City staff	After April 13, 2005 – to be determined

# City of Rockville Citizen Survey

## Quality of Community

1. Please rate your quality of life in Rockville.

	<u>excellent</u>	<u>good</u>	<u>fair</u>	<u>poor</u>
a. Overall, how would you describe the quality of life in the city of Rockville? .....	1	2	3	4
b. How do you rate the overall quality of your neighborhood? .....	1	2	3	4
c. How do you rate Rockville as a place to raise children? .....	1	2	3	4
d. How do you rate Rockville as a place to retire? .....	1	2	3	4

2. Please rate each of the following characteristics of Rockville.

	<u>excellent</u>	<u>good</u>	<u>fair</u>	<u>poor</u>	<u>don't know</u>
a. Sense of community .....	1	2	3	4	5
b. Overall appearance of Rockville .....	1	2	3	4	5
c. Opportunities to attend cultural or arts events .....	1	2	3	4	5
d. Shopping opportunities .....	1	2	3	4	5
e. Openness and acceptance of the community toward people of diverse backgrounds....	1	2	3	4	5
f. Access to buildings and services for individuals with disabilities .....	1	2	3	4	5
g. Access to affordable quality housing .....	1	2	3	4	5
h. Ease of travel in Rockville by bicycle .....	1	2	3	4	5
i. Ease of travel in Rockville by walking .....	1	2	3	4	5
j. Ease of travel in Rockville by transit .....	1	2	3	4	5
k. Ease of travel in Rockville by car .....	1	2	3	4	5
l. Quality of new residential development .....	1	2	3	4	5
m. Quality of new commercial development .....	1	2	3	4	5
n. Tap water quality .....	1	2	3	4	5

	<u>very safe</u>	<u>reasonably safe</u>	<u>somewhat safe</u>	<u>somewhat unsafe</u>	<u>very unsafe</u>	<u>don't know</u>
3. How safe do you feel crossing the street in Rockville? ....	1	2	3	4	5	6

4. Why did you choose to live in Rockville? (Please check all that apply.)

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> It's close to Washington, D.C. | <input type="checkbox"/> Progressive community  | <input type="checkbox"/> The community's amenities (e.g., shopping, parks, recreation, etc.) |
| <input type="checkbox"/> My family lives here           | <input type="checkbox"/> Attractive community   | <input type="checkbox"/> Diversity of people   |
| <input type="checkbox"/> I was born/raised here         | <input type="checkbox"/> Safe community         | <input type="checkbox"/> Access to public transportation                                     |
| <input type="checkbox"/> My job was here (or nearby)    | <input type="checkbox"/> Historic neighborhoods |  |
| <input type="checkbox"/> Good schools                   | <input type="checkbox"/> Quiet area             |  |
| <input type="checkbox"/> Other: _____                   |   |  |

5. How many usable bicycles does your household have?

- ☐ none → go to question #7  
☐ one (1)  
☐ two (2)  
☐ three (3) or more

6. Do you or other household members use a bike for:

	<u>yes</u>	<u>no</u>
a. recreation or exercise .....	1	2
b. commuting to school .....	1	2
c. commuting to work .....	1	2
d. transportation for other kinds of trips .....	1	2

7. How safe do you feel . . .

	<u>very safe</u>	<u>reasonably safe</u>	<u>somewhat safe</u>	<u>somewhat unsafe</u>	<u>very unsafe</u>	<u>don't know</u>
a. Walking alone in your neighborhood during the day .....	1	2	3	4	5	6
b. Walking alone in your neighborhood after dark .....	1	2	3	4	5	6
c. Walking alone in business areas during the day .....	1	2	3	4	5	6
d. Walking alone in business areas after dark .....	1	2	3	4	5	6

8. Please rate how much of a problem, if at all, each of the following is in your neighborhood.

	<u>not a problem</u>	<u>minor problem</u>	<u>moderate problem</u>	<u>major problem</u>	<u>extreme problem</u>
a. Traffic .....	1	2	3	4	5
b. Crime .....	1	2	3	4	5
c. Overgrown grass .....	1	2	3	4	5
d. Weed lots .....	1	2	3	4	5
e. Graffiti .....	1	2	3	4	5
f. Cut-through traffic .....	1	2	3	4	5
g. Run down houses and buildings .....	1	2	3	4	5
h. Oversized vehicles and trailers parked on street .....	1	2	3	4	5

9. In the last 12 months, about how many times have you, a family member in your home or other household member done the following things:

	<u>never</u>	<u>once or twice</u>	<u>3 to 12 times</u>	<u>13 to 26 times</u>	<u>more than 26 times</u>	<u>don't know</u>
a. Used a Rockville park .....	1	2	3	4	5	6
b. Used a Rockville recreation center* .....	1	2	3	4	5	6
c. Participated in a Rockville recreation program .....	1	2	3	4	5	6
d. Registered for a recreation class using Rock Enroll, the City's online recreation registration system? .....	1	2	3	4	5	6
e. Attended a City-sponsored special event (such as outdoor concerts, Farmer's Market, July 4th fireworks, Hometown Holidays, or Car Show) ...	1	2	3	4	5	6

\*(Glenview Mansion, F. Scott Fitzgerald Theater, Municipal Swim Center, RedGate Golf Course, Rockville Senior Center, Twinbrook Recreation Center, Lincoln Park Community Center, Montrose Community Center, Elwood Smith Community Center, Pumphouse, Rockcrest Ballet Center, Croyden Creek Nature Center, the skate park, the climbing gym)

## Town Center

	<u>very likely</u>	<u>somewhat likely</u>	<u>not very likely</u>	<u>don't know</u>
10. How likely are you to visit the redeveloped Town Center once the project is complete? .....	1	2	3	4

11. How likely would you be to attend the following types of events if held at Town Center?

	<u>very likely</u>	<u>somewhat likely</u>	<u>not very likely</u>	<u>don't know</u>
a. Concert series .....	1	2	3	4
b. Street fairs .....	1	2	3	4
c. Children's activities .....	1	2	3	4
d. Farmer's Market .....	1	1	2	3
e. Art shows .....	1	2	3	4
f. Yard sales .....	1	2	3	4

## City Services

12. Please rate the quality of each of the following City of Rockville government services. Then indicate whether you think the City of Rockville should spend more (put more funding towards), spend less (take away some funding) or spend about the same on each service in the future.

	excellent	good	fair	poor	don't know	spend more	spend the same	spend less	don't know
a. Refuse collection .....	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Recycling services .....	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Leaf pick-up .....	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Cost of refuse and recycling services.....	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Street repairs and maintenance .....	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Snow and ice removal.....	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Street sweeping .....	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Street lighting.....	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Residential property maintenance code enforcement (conducted by the Community Enhancement and Code Enforcement Division in the Neighborhood & Community Services Department).....	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. Commercial property maintenance code enforcement (conducted by the Community Enhancement and Code Enforcement Division in the Neighborhood & Community Services Department) .....	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. Recreational programs.....	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l. The variety of recreational programs offered (classes with staff instruction or supervision).....	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m. Recreation centers (see note on question #9 for full list) .....	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n. Athletic fields (such as baseball/softball, soccer or football) .....	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
o. Playgrounds.....	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
p. Range of activities available in parks and recreation centers and facilities .....	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
q. Accessibility of parks and recreation centers and facilities .....	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
r. Safety of parks and recreation centers and facilities.....	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
s. City-sponsored special events (such as outdoor concerts, Farmer's Market July 4th fireworks, Hometown Holidays, or Car Show) .....	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
t. Appearance of City buildings (such as City Hall, The Rockville Senior Center, Twinbrook and Lincoln Park community/recreation centers, the Rockville Swim Center).....	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
u. Enforcement of traffic laws.....	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
v. Water and sewer services.....	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
w. Utility billing (water, sewer and refuse) .....	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
x. Rockville Senior Center programs and services .....	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
y. Services to youth.....	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
z. The Rockville Channel (Cable Channel 11) programming.....	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
aa. The City of Rockville's Web site (www.rockvillemd.gov) .....	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. Please rate the condition of each of the following within Rockville.

	excellent	good	fair	poor	don't know
a. streets.....	1	2	3	4	5
b. park grounds (such as Potomac Woods, Hillcrest, Elwood Smith Parks).....	1	2	3	4	5
c. paths (bike paths, walking trails).....	1	2	3	4	5
d. lawns on center islands in roadways (such as Viers Mill Road, Route 355, Route 28).....	1	2	3	4	5
e. street trees (trees adjacent to the sidewalk).....	1	2	3	4	5
f. sidewalks.....	1	2	3	4	5

14. Please rate to what extent you agree or disagree with each of the following statements.

	<u>strongly agree</u>	<u>agree</u>	<u>neither agree nor disagree</u>	<u>disagree</u>	<u>strongly disagree</u>	<u>don't know</u>
a. I receive good value for the City of Rockville government taxes I pay .....	1	2	3	4	5	6
b. I am pleased with the overall direction that the City of Rockville government is taking .....	1	2	3	4	5	6
c. The City of Rockville government welcomes citizen involvement .....	1	2	3	4	5	6

### City Employees

15. Have you had phone or in-person contact with a City of Rockville government employee within the last 12 months (including receptionists, inspectors, police, planners, administrators, or any others)?

☐ yes ☐ no → GO TO QUESTION #17

16. What was your impression of City government employees in your most recent contact?

	<u>excellent</u>	<u>good</u>	<u>fair</u>	<u>poor</u>	<u>don't know</u>	<u>not applicable</u>
a. Knowledge .....	1	2	3	4	5	6
b. Courtesy .....	1	2	3	4	5	6
c. Responsiveness .....	1	2	3	4	5	6
d. Follow-up (got back to you or took action if needed) .....	1	2	3	4	5	6
e. Overall customer service .....	1	2	3	4	5	6

17. Have you applied for a building permit from the City of Rockville in the last 12 months? (Building permits are issued by the Inspections Services Division in the Community Planning and Development Services Department.)

☐ yes ☐ no → GO TO QUESTION #19

18. How would you rate the overall building permit process? .....

<u>excellent</u>	<u>good</u>	<u>fair</u>	<u>poor</u>	<u>don't know</u>
1	2	3	4	5

19. Have you had phone or in-person contact with an employee of the Inspections Services Division within the last 12 months?

☐ yes ☐ no → GO TO QUESTION #22

	<u>excellent</u>	<u>good</u>	<u>fair</u>	<u>poor</u>	<u>don't know</u>	<u>not applicable</u>
20. How would you rate the customer service you received by phone? .....	1	2	3	4	5	6
21. How would you rate the customer service you received in person? .....	1	2	3	4	5	6

### Police Services

The City of Rockville is served by both the Rockville City Police Department and the Montgomery County Police Department. The Rockville City Police wear blue uniforms, and the Montgomery County Police wear brown uniforms. In this section of the survey, we are interested only in an evaluation of the Rockville City Police Department.

	<u>very effective</u>	<u>somewhat effective</u>	<u>not very effective</u>	<u>not at all effective</u>	<u>don't know</u>
22. How effective do you believe the City of Rockville's crime prevention programs and community-oriented policing programs are in deterring crime? .....	1	2	3	4	5

23. During the past three months, were you or anyone in your household the victim of any crime?

☐ yes

☐ no → GO TO QUESTION #25

☐ don't know → GO TO QUESTION #25

24. Did you report all or any of these crimes to the police?

☐ yes, all of them → Did you report them to: ☐ Rockville police ☐ Montgomery police ☐ both ☐ not sure

☐ yes, some of them → Did you report them to: ☐ Rockville police ☐ Montgomery police ☐ both ☐ not sure

☐ no, reported none of the crimes

25. During the past 12 months, have you had any contact with the City of Rockville Police Department?

☐ no → GO TO QUESTION #28

☐ don't know → GO TO QUESTION #28

☐ yes → What were the circumstances of your contact(s)?

☐ victim of a crime

☐ make an animal complaint

☐ arrested

☐ other \_\_\_\_\_

☐ report a crime

☐ needed information

☐ traffic stop

☐ make a complaint

☐ at a meeting or function

☐ parking citation

26. Overall, how would you rate your contact with the City of Rockville Police Department?.....1 excellent 2 good 3 fair 4 poor

27. Please rate to what extent you agree or disagree with each of the following statements about your contact with the Rockville police.

	<u>strongly agree</u>	<u>agree</u>	<u>neither agree nor disagree</u>	<u>disagree</u>	<u>strongly disagree</u>	<u>don't know</u>
a. Rockville police are fair in dealing with people .....	1	2	3	4	5	6
b. Rockville police are courteous in dealing with people .....	1	2	3	4	5	6
c. Rockville police are helpful and cooperative.....	1	2	3	4	5	6
d. Rockville police are sensitive to citizens' concerns.....	1	2	3	4	5	6
e. Rockville police are honest and can be trusted .....	1	2	3	4	5	6

### Communications Outreach

28. In the last 12 months, about how many times, if ever, have you done the following?

	<u>never</u>	<u>less than 12 times</u>	<u>1 to 3 times a month</u>	<u>1 to 6 times a week</u>	<u>daily</u>	<u>don't know</u>
a. watched a Rockville Mayor and Council meeting and/or other programming on The Rockville Channel (Cable Channel 11) ....	1	2	3	4	5	6
b. visited the City of Rockville's Web site (www.rockvillemd.gov)...	1	2	3	4	5	6

29. How would you rate each of the following on the City of Rockville's Web site (www.rockvillemd.gov)?

	<u>excellent</u>	<u>good</u>	<u>fair</u>	<u>poor</u>	<u>never used</u>
a. Electronic maps .....	1	2	3	4	5
b. Parking ticket payments .....	1	2	3	4	5
c. Registration for recreation classes and programs (Rock Enroll).....	1	2	3	4	5
d. Building permit tracking .....	1	2	3	4	5
e. Online service request forms (such as citizen service request, parks and facilities, traffic and transportation, street and park trees, animal control) .....	1	2	3	4	5

30. How much information do you get about the Rockville City government from each of the following sources?

	<u>most</u>	<u>a lot</u>	<u>some</u>	<u>none</u>
a. <i>Rockville Reports</i> (the City's monthly newsletter) .....	1	2	3	4
b. The Rockville Channel (Cable Channel 11) .....	1	2	3	4
c. City of Rockville's Web site ( <a href="http://www.rockvillemd.gov">www.rockvillemd.gov</a> ) .....	1	2	3	4
d. Water bill inserts .....	1	2	3	4
e. The Recreation Guide, the publication produced by the City of Rockville's Recreation and Parks Department .....	1	2	3	4
f. Special mailings from the City of Rockville .....	1	2	3	4
g. Postcards from the City of Rockville regarding nearby development .....	1	2	3	4
h. <i>The Rockville Gazette</i> .....	1	2	3	4
i. <i>The Washington Post</i> .....	1	2	3	4
j. <i>The Washington Times</i> .....	1	2	3	4
k. News Channel 21 .....	1	2	3	4
l. News Channel 8 .....	1	2	3	4
m. "Word of mouth" .....	1	2	3	4

31. How would you rate the City government's efforts to keep citizens informed about land use planning and development issues .....

<u>excellent</u>	<u>good</u>	<u>fair</u>	<u>poor</u>	<u>don't know</u>
1	2	3	4	5

32. Please indicate whether you think you receive enough information about each of the following City of Rockville government functions or activities:

	<u>not enough information</u>	<u>about the right amount of information</u>	<u>too much information</u>
a. Mayor and Council actions .....	1	2	3
b. Special events .....	1	2	3
c. Recreation and Park Activities .....	1	2	3
d. Activities in my neighborhood .....	1	2	3
e. Cultural events .....	1	2	3
f. Planned and ongoing developments .....	1	2	3
g. Construction projects .....	1	2	3
h. Town Center redevelopment .....	1	2	3
i. Boards and Commissions .....	1	2	3
j. Historic District designations .....	1	2	3
k. Volunteer opportunities .....	1	2	3
l. Caregiver agencies .....	1	2	3
m. City of Rockville budget information .....	1	2	3
n. Other: .....			

33. What do you find most valuable about the City newsletter *Rockville Reports*? (Please check all that apply.)

- |  |   |
|--|---|
| <input type="checkbox"/> actions of the Mayor and Council            | <input type="checkbox"/> updates on City issues   |
| <input type="checkbox"/> information about upcoming community events | <input type="checkbox"/> program information for The Rockville Channel (Cable Channel 11) |
| <input type="checkbox"/> details of City government projects         | <input type="checkbox"/> none of it   |
| <input type="checkbox"/> information about your neighborhood         | <input type="checkbox"/> other .....  |

34. Do you have any other comments you would like to make?

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## About You And Your Household

These last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

35. How many years have you lived in Rockville?

\_\_\_\_\_ years

36. What best describes your home? Is it a . . .

- ☐ one family house detached from any other houses  
☐ a duplex or townhouse  
☐ a building with three or more apartments or condominiums  
☐ other: \_\_\_\_\_

37. Do you rent or own your home?

- ☐ rent  
☐ own

38. Do you have access to a computer at:

- |  | <u>yes</u> | <u>no</u> |
|--|------------|-----------|
| a. home? .....                                     | 1          | 2         |
| if yes, does it have access to the Internet? ..... | 1          | 2         |
| b. school? .....                                   | 1          | 2         |
| if yes, does it have access to the Internet? ..... | 1          | 2         |
| c. work? .....                                     | 1          | 2         |
| if yes, does it have access to the Internet? ..... | 1          | 2         |

39. Do you subscribe to cable television? ..... 1      2

40. Are you Spanish/Hispanic/Latino?

- ☐ no  
☐ yes

41. What is your race? (Please check all that apply.)

- ☐ American Indian or Alaskan native  
☐ Asian or Pacific Islander  
☐ Black or African American  
☐ White/Caucasian  
☐ Other \_\_\_\_\_

42. What is your sex?

- ☐ male  
☐ female

43. In which category is your age?

- ☐ 18-24 years      ☐ 55-64 years  
☐ 25-34 years      ☐ 65-74 years  
☐ 35-44 years      ☐ 75 years or older  
☐ 45-54 years

44. What was your household's total annual income in 2004?

- ☐ less than \$25,000  
☐ \$25,000 - \$49,999  
☐ \$50,000 - \$99,999  
☐ \$100,000 - \$199,999  
☐ \$200,000 or more

yes      no

45. Do any children 12 or under live in your household? ..... ☐      ☐

46. Do any teenagers aged between 13 and 17 live in your household? ..... ☐      ☐

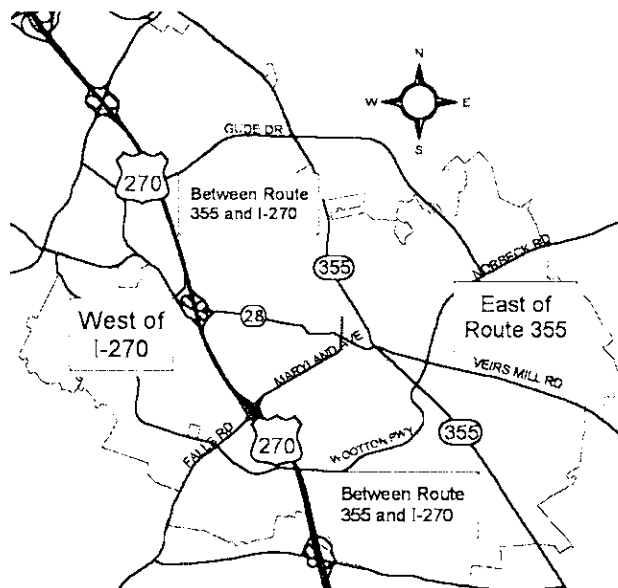
47. Are you or any other members of your household aged 65 or older? ..... ☐      ☐

48. Which language do you speak at home?

- ☐ English      ☐ Persian  
☐ Spanish      ☐ Vietnamese  
☐ Chinese      ☐ Korean  
☐ Russian      ☐ Other: \_\_\_\_\_

49. Which best describes where you live?

- ☐ east of Route 355  
☐ between Route 355 and I-270  
☐ west of I-270



Thank you very much for completing this survey.  
 Your opinions and feedback are appreciated.

Please return this survey in the enclosed postage-paid envelope to:

City of Rockville  
 111 Maryland Avenue  
 Rockville, MD 20850